	Project	MRKT	Risk	Goal	Description	*Last updated 2/17* Check Trello Link for latest update Launch	End	Mrkt POC	POC	Prod Teams	PROD	Prod Start	
Q1 Place for Music													
FEB	Fourth Fridays - Republic Records (Quinn XCII)	$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	2/24	2/26	Joe	Tamara	Publish, Build, Media	$$$	2/24	FEB
MAR	Alo Yoga	$		Revenue	A couple avatar items for sale	3/1	3/1	Joe			$$$	2/1	MAR
MAR	National Women's History Month	$		Cultural	- NWHM themed avatar item - PR by 2/15 - 1 social static post - 1 in-game annoucement leading to hoodie avatar item	**3/1**	**3/31**	Ryu	Crystal	Art, Creative Services, Media	$$$	3/30	MAR
MAR	Progression Event 3 (Invasion 2) ^*TheScienceDepartment*	**$$$$**		Revenue	The story of Invasion continues with more elements to the event, avatar items, and more.	3/2	3/16	Ryu	Sam	Publish, Build, Media, Creative Services	$$$$	3/2	MAR
MAR	**Rec Rocks** ***^RecRocks***	**$$$$$**		Revenue	Rec Room's largest musical festival yet, with artists like Tokyo Machine, Akintoye, Haven, and more in a specialized room experience **Teaser Announcement 3/4 for RSVP/save the date. Announced fully on 3/8**	**3/11**	**3/12**	Joe	Tamara	Publish	$$$$$	**3/11**	MAR
MAR	Build Contest	$$$		Product Update	Theme is music related (TBD), next iteration of https://recroom.com/solstice	3/15	TBD	Remy	Matt K	Publish, Media	$$$$	12/1	MAR
MAR	ELO - St. Patricks Day *^RecCenter*	$$		Revenue	- SPD themed avatar items -- Lep banker outfit, remats of some items (hat/scarf/bowtie) - 1 social static post - 1 in-game announcement leading to avatar item - pop-up shop Rec Center decoration + photobooth	**3/17**	**3/17**	Remy	Sam	Art, Creative Services, Media	$$$	**3/17**	MAR
MAR	Ramadan	N/A		Affinity	Not supported this year	**3/22**	**4/21**				N/A		MAR
MAR	Fourth Fridays - Republic Records (M Behold) *^FourthFridays*	$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	3/24	3/26	Joe	Tamara	Econ, CCS, Build, Partnership	$$$	3/24	MAR
MAR	ELO - He Man Sunset	$		Revenue	- Sale of avatar items at a discount - Social posting and in-game carousel item shop	3/27	3/30	Remy	Sam	Econ, CCS, Partnership	$$	3/30	MAR
MAR	Irish-American Heritage Month	N/A		Affinity	Not supported this year	3/30					$$$	3/30	MAR
MAR	New Makerpen Shapes	N/A		UGC Education	- 1 social static post - Ship notes	3/30			Berk	Media	$$$	3/30	MAR
MAR	ELO - Reactive items S storefront *^RecCenter*	$$		Revenue		3/29	4/2	Joe	Sherwin	Econ, Media, Build	$$		MAR
Q2 Place for Play													
APR	April Fools *^RecCenter & ^3dCharades*	$$$		Social Virality	Art team is retexturing a tennis ball/rock Impossible Charades rec.net reskin	**4/1**		Remy			$$$	**4/1**	APR
APR	Autism & Neurodiversity Awareness Month	$		Cultural	- AN themed avatar item - 1 social static post - 1 in-game annoucement leading to avatar item	4/3	**4/30**	Remy			$$$	**4/1**	APR
APR	National Deaf History Month	$	!	Cultural	- Hearing aids (default is free) - 1 social static post - 1 in-game annoucement leading to avatar item ! Risk -- May be pushed to mid month depending on art asset creation	4/5	**4/30**	Remy			$$$	**4/1**	APR
APR	ELO - Easter / Spring	**$$$$**		Revenue	Rec Center Popup Shop Booth Reactive item implementation	**4/9**	**4/9**			Econ, Build, CCS	$$$	**4/9**	APR

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APR	Mobile Home Launch 1	$$$	!	Product Update	Goal: incentivize more people to download the mobile app even if they typically play on a different device. 50/50 Beta release by end of Feb By end of march launch to 100% iphone users Marketing for beta test: Text only announcements and ship notes Marketing for full release: Giveaway (iphone) + Social announcements/app in March + Dev blog TBD + Targeted announcements optional **RISK !** - Some delay potentially from QA.	4/12		Joe	Bryant	CCS, Mobile Home	$$$	2/10	APR
APR	Earth Day	N/A		Affinity	Not supported this year	**4/22**	**4/22**				$$$	**4/22**	APR
APR	NFL Draft Day	$$$	!	Revenue	Small room to promote additional sales of tshirts from NFL, rep your team and take photos, built with RRS. Some gamification	**4/27**	**4/29**		Ryu	Econ, Build, CCS, Partnership	$$$$	2/1	APR
APR	Fourth Fridays - Republic Records (TBD)	$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	4/28	4/30		Tamara	Publish, Build, Media	$$$	4/28	APR
APR	Trivia Event	$$$	!	Revenue	Testing Trivia Event viability for future partnership **Risk !** -- Collab my fall through, Date can also be pushed further	4/30			Chris O	Publishing	$$$	1/31	APR
APR	Halloween Items Re-release	$$		Revenue	Storefront popup in rec center with halloween limited time items re-released	4/30	4/30		Sam	Publish, Media, Econ	$$$	3/1	APR
	April Budget Remaining	$$				4/30							
	May Budget Remaining	**$$$$**				4/30							
MAY	ELO - Reactive items *^TBD*	$$$		Revenue	DETAILS	5/1		TBD	Sherwin	Econ, Build, CCS	$$$		MAY
MAY	Econ Live Ops (ELO)	$$$		Revenue	Item Rework	5/1	5/31		Sam		$$$		MAY
MAY	Rec Room Anniversary	$$$		Social Virality	7th year, room parade update, Rec center decoration? Week long celebration Drive event from econ?	5/1					$$$	5/1	MAY
MAY	Jewish American Heritage Month	N/A		Affinity	Not supported this year	**5/1**	**5/31**				N/A	**5/1**	MAY
MAY	Asian/Pacific-American Heritage Month	$		Cultural	- APAH themed avatar item - 1 social static post - 1 in-game annoucement leading to avatar item	**5/1**	**5/31**				$$$	**5/1**	MAY
MAY	**Progression Event 4 - Science Points**	$$$$$	!!	Revenue	Likely to be delayed to allow for additional dev work from server team? Department Fix / Science Reboot / Robot Repair	5/8		Ryu			$$$$$	4/10	MAY
MAY	Mothers Day	N/A		Affinity	Not supported this year from prod marketing	**5/14**	**5/14**				$$$	**5/14**	MAY
MAY	Fourth Fridays - Republic Records (TBD)	TBD		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	5/26	5/28		Tamara	Publish, Build, Media	$$$	5/26	MAY
MAY	Full Body Avatars Alpha	$$$	!!	Product Update	Early launch of FB avatars for some Rec Room players. Testing to see how this appeals, lots of design work TBD before this is POR https://docs.google.com/document/d/1FUBIc6fgP3JYo72dkaDRGLvDCEiiuGaXjSxAogLSo8g/edit	5/30	TBD	Ryu	Brandon	TBD	$$$$$	3/30	MAY
MAY	Makerpen Classes / Education	$		UGC Education	Makerpen and RRS awareness campaign	5/30					$$$	5/30	MAY
JUN	ELO - Reactive items *^TBD*	$$$		Revenue	DETAILS	6/1		TBD	Sherwin	Econ, Build, CCS	$$$		JUN
JUN	Econ Live Ops (ELO)	$$$		Revenue	Item Rework	6/1	6/30		Sam		$$$		JUN
JUN	Pride Month	$		Cultural	- MLM hoodie addition - Social Static Post - in-game announcement	**6/1**	**6/30**				$$$	**6/1**	JUN
JUN	Winter Items Rerelease	$$		Revenue	Storefront booth with social marketing	6/1	6/30						JUN

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JUN	ELO - Quartery Content Placeholder	$$$	!!!		Potentially a shorter Prog Event in partnership with brand? Potentially a limited time drive event around themed content	6/1	6/30	Ryu	Sam	Econ, BD	TBD		JUN
JUN	Fathers Day	N/A		Affinity	Not supported this year from prod marketing	**6/18**	**6/18**				$$$	**6/18**	JUN
JUN	Fourth Fridays - Republic Records (TBD)	TBD		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	6/23	6/25		Tamara	Publish, Build, Media	$$$	6/23	JUN
JUN	RecCenter Renovation v1	**$$$$**	!!!	Product Update	Design work and early testing	6/30			Chris O	Publish	$$$$	3/30	JUN
JUN	ELO - NFL Items Sunset	$		Revenue	Final sale of items at a discount in the store	6/30		Joe	Sam	Econ	$$	6/30	JUN
JUN	**June Budget Remaining**	**$$$$$**				6/30							JUN
Q3 Place for Community													
JUL	Econ Live Ops (ELO)	$$$		Revenue	Item Rework	7/1	7/31		Sam		$$$		JUL
JUL	Disability Pride Month			Cultural		7/1	7/30						JUL
JUL	**Survive the Night**	**$$$$$**	!	Product Update		7/4				Experience	$$$$$	6/30	JUL
JUL	Fourth Fridays - Republic Records (TBD)	$$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	7/28	7/30		Tamara	Publish, Build, Media	$$$	7/28	JUL
JUL	**Rec Con 2023**	**$$$$$**	!	TBD Goals	Potentially combine with StN	7/30					$$$$$	7/30	JUL
JUL				TBD Goals		7/30						7/30	JUL
JUL	Trivia Events Final	$$		Social Virality		7/30					$$	7/30	JUL
AUG	Econ Live Ops (ELO)	$$$		Revenue	Item Rework	8/1	8/30		Sam		$$$		AUG
AUG	Friendship Day	$$		Social Virality	Small event	**8/5**					$$	**8/5**	AUG
AUG	Indigenous Peoples of the World Day	$		Cultural		**8/9**	**8/9**				$$$	**8/9**	AUG
AUG	Fourth Fridays - Republic Records (TBD)	$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	8/25	8/27		Tamara	Publish, Build, Media	$$$	8/25	AUG
AUG	**Progression Event 5**	**$$$$$**		Revenue		8/30					$$$$$	8/30	AUG
AUG	Disney Testing		!!	TBD Goals		8/30						8/30	AUG
SEP	Econ Live Ops (ELO)	$$$		Revenue	Item Rework	9/1	9/31		Sam		$$$		SEP
SEP	Build Contest	**$$$$**	!!!	Product Update	Theme TBD, next iteration of https://recroom.com/solstice	9/8			Matt K	Publish, Media	$$$$	7/30	SEP
SEP	National Hispanic History Month	$		Cultural		**9/15**	**10/15**				$$$	**9/15**	SEP
SEP	Fourth Fridays - Republic Records (TBD)	$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	9/22	9/24		Tamara	Publish, Build, Media	$$$	9/22	SEP
SEP	**NFL Studio pitch**	**$$$$$**		Product Update		9/30					$$$$$	9/30	SEP
SEP	Tailgaiting party NFL	**$$$$**		Social Virality		9/30					$$$$	9/30	SEP
SEP				TBD Goals		9/30						9/30	SEP
SEP				TBD Goals		9/30						9/30	SEP
Q4 Place for Exploration													
OCT	Breast Cancer awareness month	$		Affinity		**10/1**	**10/31**				$$$	**10/1**	OCT

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OCT	Filipino Heritage Month			Cultural		**10/1**	**10/31**						OCT
OCT	Fourth Fridays - Republic Records (TBD)	$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	10/27	10/29		Tamara	Publish, Build, Media	$$$	10/27	OCT
OCT	Halloween Sales	$$		Revenue		10/30					$$	10/30	OCT
OCT	Progression Event 6	**$$$$**		Revenue		10/30					$$$$	10/30	OCT
OCT	Haunt Society v2			Product Update		10/30						10/30	OCT
NOV	Native American Indian/ Alaska Native Heritage Month	$		Cultural		**11/1**	**11/30**				$$$	**11/1**	NOV
NOV	Football/Soccer World Cup			TBD Goals		11/21	12/18					11/21	NOV
NOV	Thanksgiving (USA)	$		Affinity		**11/23**					$$$	**11/23**	NOV
NOV	Fourth Fridays - Republic Records (TBD)	$$		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative	11/24	11/26		Tamara	Publish, Build, Media	$$$	11/24	NOV
NOV	Cyber Monday / Black Friday			Revenue		11/28						11/28	NOV
NOV				TBD Goals		11/30						11/30	NOV
DEC	Year in Review			Social Virality	Stats from Rec Room players for the year that they played Rec Room! Share with friends.	12/1	1/16		Yash	Growth		12/1	DEC
DEC	Fourth Fridays - Republic Records (TBD)	**$$$$**		Revenue	Musical performance from TBD - New avatar item, social posting, updated webpage information, event creative, final push and closure of partnership	12/29	12/31		Tamara	Publish, Build, Media, Creative Services	$$$$	12/29	DEC
DEC	Progression Event 7	$$$		Revenue		12/30					$$$	12/30	DEC
DEC	Holiday Festival			Social Virality		12/30						12/30	DEC
DEC	New Years	$		Affinity		12/30					$$$	12/30	DEC
TBD	Wellness Center + Mental Health Awareness Month	N/A	!!	Product Update	A personal health space and education area for players. Built with RRS and showcasing a high room quality experience. - Cultural Center included with this?	TBD			Mike S	Publish, Creative Services, Media	$$$$	3/30	TBD
TBD	Build Contest	**$$$$**		Product Update	TBD	TBD			Matt K	Publish, Media	$$$$	4/30	TBD
TBD	**Full Body Avatars Launch**	**$$$$$**		Product Update	VERY TBD	TBD					$$$$$	5/30	TBD
TBD	Creator Academy RRUI	TBD	!	UGC Education	- 1 social static post for awareness - 1 in-game annoucement leading to RRUI/room information Potentially lead directly to watch UI in announcement information -- dependent on announcement update Long term may introduce progression system Risk ! -- Measuring how effective this program is before doubling down on marketing	TBD			Matt	UGC, Media	$$$$	3/30	TBD
TBD	Dorm room expansions	**$$$$**	!	Product Update	Potentially Battle of the dorm halls, using the expansion system	TBD					$$$$	6/30	TBD
TBD	Press Announcement (Unity x Tiktok investment)	$		Social Virality	Linkedin + Twitter social posting, PR firm press	TBD	TBD		Mannat	Publish	$	12/7	TBD
TBD	Gift Cards	$$$		Revenue		TBD			Lauren	Publish	$$$	TBD	TBD

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TBD	Rec Room Pets	$$$$		Product Update	Need to align econ, social, expeirence teams on design	TBD					$$$$	TBD	TBD
TBD	KEXP concert	$$		Social Virality	Radio and Cafe from UGC/Creative Team. (completed/near done) Use the video prop to showcase KEXP content from their youtube Contract signed, finding the moment.	TBD			Mike S	Publish	$$	TBD	TBD
TBD	Photo contest	$$		Social Virality	Dependant on Sticker/Photos	TBD			Noctauto	Social	$$	TBD	TBD
TBD	[Feature] Stickers and Text on Photos			Product Update	On ice	TBD			Chris O	Social TBD UGC		TBD	TBD
TBD	[Feature] Share Cam Video			Product Update	Platform - Video encoding work Server - ? Social - Discovery on feed	TBD			Bryant + Yash	Social		TBD	TBD
TBD	Lore Book	$$$		Product Update		TBD			Schimd	Publish	$$$	TBD	TBD
TBD	Rec Room Studio Beta	$$$			Q2 for broader launch	TBD			Liz	Experience	$$$	TBD	TBD
TBD	Rec.net <> recroom.com merger	$$$		Product Update		TBD			TBD	TBD	$$$	TBD	TBD
TBD	Video Contest	$$		Social Virality	Dependant on Share Cam feature	TBD			Emily / Ken	Social	$$	TBD	TBD
TBD													TBD
TBD													TBD
TBD													TBD
TBD												10/30	TBD
TBD													TBD